# CATHEXIS

Beyond Surveillance

# RETAIL
## Powerful Surveillance Solutions for the Retail Sector

The Cathexis Video Management Solution and Software Suite provides an extensive range of sophisticated surveillance options, tools and functionality to satisfy all security and infrastructure management requirements.

From the high streets of London, to shopping malls in Australia, flagship department stores in South Africa and franchise outlets in the USA, the world's leading retailers are using Cathexis solutions to minimise risk and improve operational efficiencies.

Exceptional integration capability, reliability, flexibility and longevity, have made Cathexis solutions ideal for the retail environment, providing real value across business operations, as well as a real return on investment.

## Features

- I.P and Analogue CCTV Hybrid Solutions
- Megapixel Camera support
- Smart Video Analytics
- Access Control Integration
- Remote and Multiple Site Management Capability
- Off-Site Monitoring
- Mobile Access
- Centralised Alarm Management
- Sophisticated Health Monitoring

## Meeting Retail Requirements

- Point of Sale (POS) Integration with Intelligent Data Mining
- Electronic Article Surveillance (EAS) Integration
- People Counting
- Synchronised and Bi-Directional Audio
- Queue Length Analysis
- Traffic Direction
- Goods Receiving Scanner Integration
- Fire and Alarm Panel Integration

## Retail Solutions that go beyond Surveillance

With seamless flexibility and scaleability, Cathexis provides the most ideal product solution, combined with all the necessary expertise and experience for the most specific industry requirements.

# Sophisticated Surveillance Solutions that Maximise your Return on Investment

## Return on Investment

One of the most important objectives for retailers is to maximise return on investment. Cathexis enables retailers to combine the security management requirements with the ability to measure operational efficiencies. With the ability to integrate the Cathexis Video Management system across a wide range of platforms, this highly sophisticated solution becomes exceptionally affordable. Cathexis enables users to add real value across various departments, including: Risk Control, Security, Marketing, Sales, Training and Operations.

## People Counting

The Cathexis People Counting solution uses video counting technology to monitor the number of people coming in and out of the store. This provides valuable information for analysing shopping trends, conversion rates and people flow.

## Integration

One of the major differentiating features of Cathexis, is the capability to integrate various third-party systems. Integration is enhanced by predetermined actions upon information received from various systems and the association of specific actions for events. Third-party systems include:

• Access Control
• Point of Sale
• Fire Panels
• Alarm Panels
• Electronic Article Surveillance Systems
• Fridge / Freezer Controller
• Scanning Integration

## Point of Sale Integration

The Cathexis Point of Sale (POS) Integration provides a full database of all POS transactions and associated video footage. A user-friendly interface allows easy viewing of cameras associated with specific tills. With Intelligent Data Mining, a database search engine allows users to find specific transactions or groups of transactions easily, and to play back the transactions synchronised with the associated video footage.

## Video Analytics

Cathexis offers a range of video analytics to improve the effectiveness of the system, including:

• Smart Video Motion Detection
• Queue Length Analysis
• Traffic Direction
• Abandoned Object Analysis
• Post Object Search

The system also integrates with several specialised analytics devices. The analytics software provides triggers to the system, which enables it to take user defined actions depending on the specific trigger received, including:

• Notify a control room gateway
• Move PTZ camera to preset positions
• Send an alarm to a selected recipient
• Send an SMS or email
• Switch selected cameras to selected monitors
• Switch a device on or off

## Interactive Graphical Interface

The interactive user interface provides a visual representation of a single or multiple sites. Operators can navigate through multiple layers of maps to selected sites, drag-and-drop cameras to selected monitors, control outputs, and move PTZ cameras. Users can also navigate multiple sites throughout the enterprise with the map facility. Cathexis provides operators with multiple site remote management, off-site monitoring and mobile access.

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